

BYRNE DAIRY DISPLAY TEST 12 LOCATIONS

1 ANALYZE INDUSTRY AND RJR VOLUME. GROUP 65 LOCATIONS INTO 3 VOLUME BUCKETS:

LOW INDUSTRY VOLUME: 1-72 CARTONS PER WEEK -24 STORES

MID INDUSTRY VOLUME: 75-145 CARTONS PER WEEK -22 STORES

HIGH INDUSTRY VOLUME: 152-358 CARTONS PER WEEK -9 STORES

2 ANALYZE RJR SHARE OF BUSINESS IN THE MID AND HIGH INDUSTRY VOLUME GROUPS.

3 SELECT 6 STORES FROM EACH GROUP. 3 WITH LOWER RJR SHARE, AND 3 WITH HIGHER RJR SHARE.

TEST STORES

RJR IND RJR SOM

MID RANGE VOLUME WITH LOWER RJR SHARE

30	0	439947	BYRNE DAIRY #61	8319 MAIN ST	CICERO	NY	16	87	10
33	0	173035	BYRNE DAIRY #07	3000 JAMES ST	SYRACUSE	NY	13	89	15
40	0	172829	BYRNE DAIRY #18	JEFFERSON ST	PULASKI	NY	14	118	12

MID RANGE VOLUME WITH HIGHER RJR SHARE

41	0	172975	BYRNE DAIRY #20	ROUTE 57	LIVERPOOL	NY	31	119	28
42	182624	088378	BYRNE DAIRY #46	264 S. MAIN ST.	CANANDAIGUA	NY	31	128	24
43	0	172971	BYRNE DAIRY #15	KIRSCH DR & RT 11	MATTYDALE	NY	31	131	24

HIGH RANGE VOLUME WITH LOWER RJR SHARE

48	0	172781	BYRNE DAIRY #10	BRIDGE ST	OSWEGO	NY	22	155	14
54	182630	432034	BYRNE DAIRY #59	DEWEY STONE PLAZA	ROCHESTER	NY	27	231	12
55	182624	557273	BYRNE DAIRY #54	230 W UNION ST	NEWARK	NY	63	358	18

HIGH RANGE VOLUME WITH HIGHER RJR SHARE

51	0	171402	BYRNE DAIRY #32	39 E MAIN ST	NORWICH	NY	42	182	23
52	0	173039	BYRNE DAIRY #23	WEST MANLIUS ST	EAST SYRACUSE	NY	36	183	20
53	0	172904	BYRNE DAIRY #30	148 JORDAN ST	ISKANEATELES	NY	47	193	24

Added to
Winston B262f
Winston B262 Lighters
at 2 per store
Per DK 6/13/97

51845 5975